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# State of Evaluation

Steven Fiala & Anne Celovsky  
Grantees & Contractors Meeting  
October 29, 2019



Center for Prevention and Health Promotion  
Health Promotion Chronic Disease Prevention Section

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# What we will cover today

- Describe HPCDP's evaluation **approach**
- Discuss **breadth** of evaluation activities
- Describe **prioritized** evaluations
- Provide select evaluation **results**
- **Practice** quality improvement mindset!



# Evaluation

A systematic method for collecting, analyzing, and using data to examine the effectiveness and efficiency of programs and, as importantly, to contribute to continuous program improvement.

Why?

# Evaluation

Effectiveness

Using data for decision making

Demonstrating outcomes with public dollars

Identify best investments and how to establish and sustain as optimal practice

Continuous program improvement

“ We have to have a healthy obsession with impact. To always be asking ourselves what is the real impact of our work on improving health? ”

*- Dr. Frieden, January 21, 2014*

# CDC Evaluation Framework



# CDC Evaluation Framework

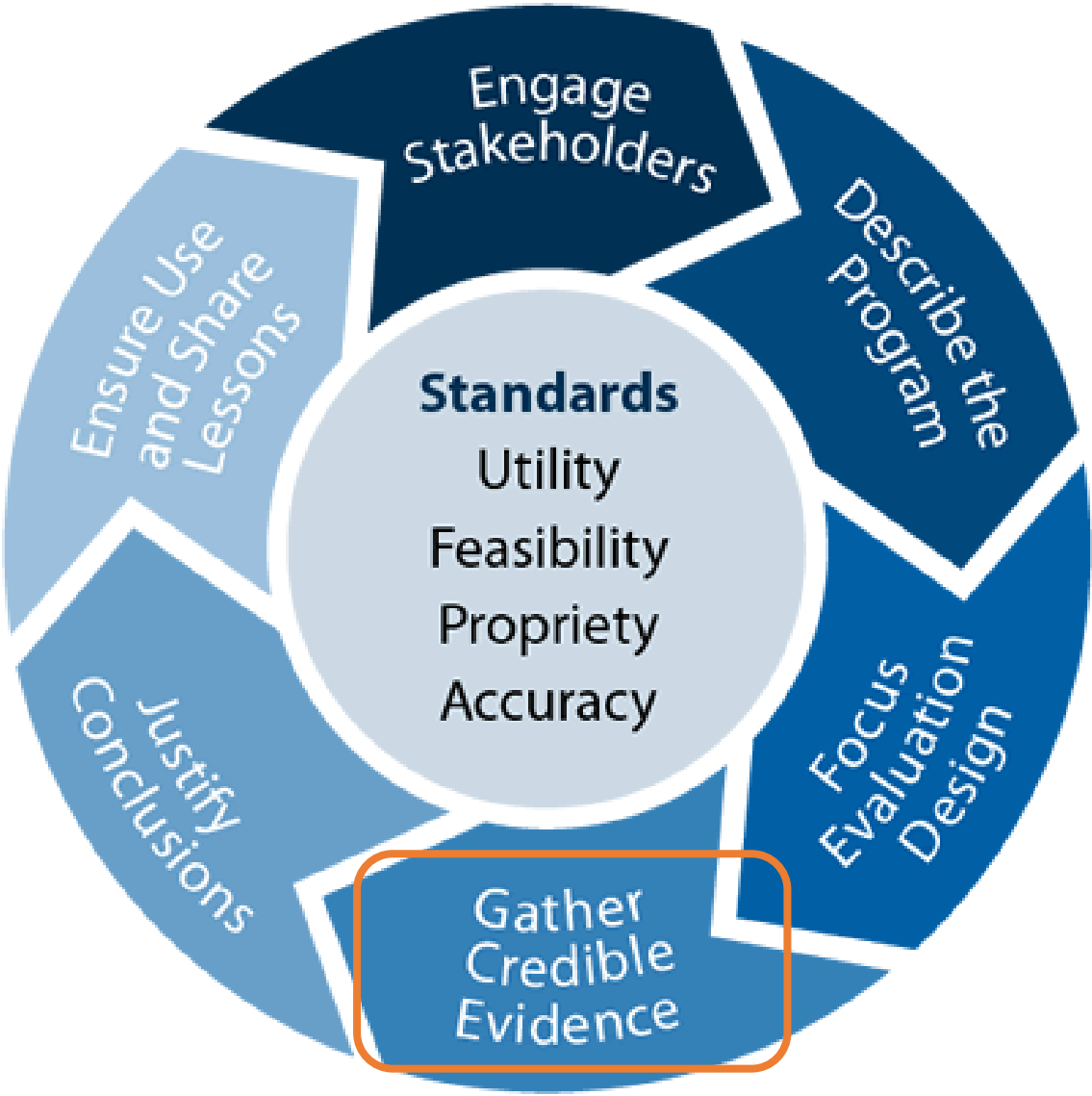


# CDC Evaluation Framework

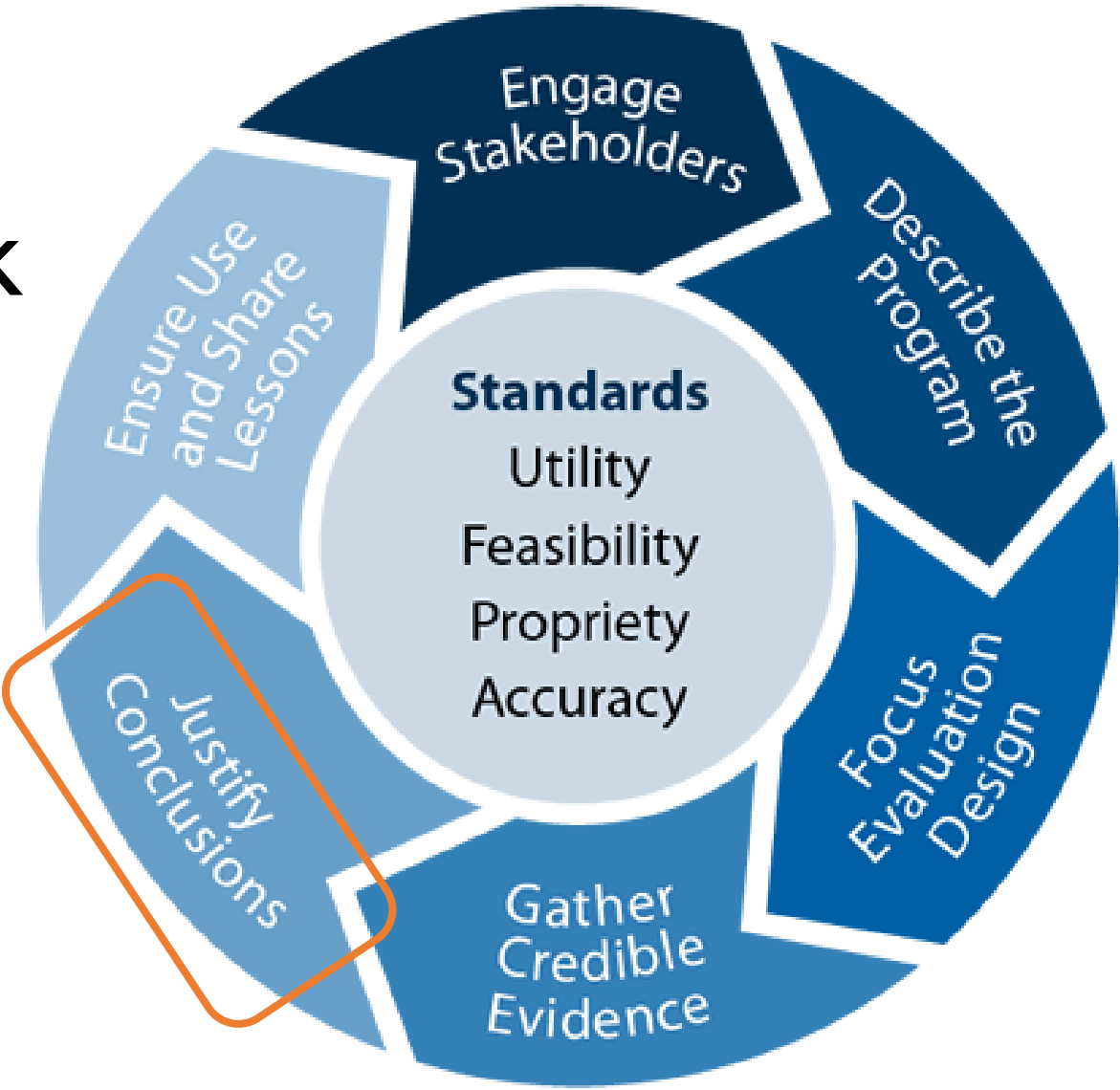




# CDC Evaluation Framework



# CDC Evaluation Framework



# CDC Evaluation Framework



# Utilization- Focused Evaluation



# Health Promotion and Chronic Disease Prevention: 2017-2025 Strategic Plan



# Tobacco

# Alcohol

# Nutrition

# Physical Activity

# Tobacco

## Process

## Outcome

### Inputs

HPCDP budget: \$ million

FTE: 15.83

SmokeFree Oregon

Policy database

Policy documents

Project plans and materials

Training and technical assistance system

Surveillance and evaluation system

### Activities

Work to increase the price of tobacco products

Strengthen smokefree workplace laws at state and local levels

Increase the number of jurisdictions that protect youth from exposure to tobacco industry marketing and promotion in the retail environment

Reduce access to tobacco products in the retail environment

Support health system implementation of evidence-based self-management referral programs for chronic disease

### Outputs

Communications plan

Smokefree Oregon products

Community of Practice, Cohort support workgroups and other TA supports

Surveillance and evaluation infrastructure

Statewide assessment of LPHAs and CCOs on current screening and referral systems

### Short-term outcomes

Change in perception in public, partners and policy makers in the dangers of tobacco

Strengthened smokefree workplace laws at state and local levels

Increase in number of jurisdictions that protect youth from exposure to tobacco industry marketing and promotion in the retail environment

Sustainable delivery system for self-management programs

### Intermediate-term outcomes

Increase in price of tobacco products

Financial resources for tobacco prevention and education infrastructure

Reduce access to tobacco products in the retail environment

Increase access and referrals to evidence-based programs to address risk factors for chronic disease

### Long-term outcomes

Decreased smoking prevalence among adults

Decreased smoking prevalence among youth

Decreased per capita cigarette sales

# Current HPCDP Evaluation Projects



Tobacco



Alcohol



Physical Activity  
& Nutrition



Chronic Disease  
Self-Management



Cross-Cutting

ICAA  
Expansion  
Evaluation

Tobacco  
Retail  
Evaluation

SPArC  
Evaluation

PFS  
Evaluation

Community  
Policy  
Capacity  
Assessment

Place Matters  
Oregon  
Evaluation

Sodium  
Reduction in  
Communities  
Program

1815 Heart  
Disease, Stroke  
& Diabetes

Diabetes  
Prevention  
Program

Sustainable  
Relationships  
for Community  
Health (SRCH)

Cross-Agency  
Health  
Improvement  
Project (CAHIP)



## ICAA Expansion Strategies & Grantees with Policy Initiatives

Number of policy initiatives:

14	12	13	3	3
<b>Expand the 10ft rule</b> 	<b>Eliminate smokeshop exemption</b> 	<b>Establish smoke-free downtown</b> 	<b>Include outdoor dining</b> 	<b>Other/ undecided*</b>
Douglas Grant Hood River Jackson Jefferson Josephine Lake Lane Lincoln Malheur North Central Tillamook Umatilla Wheeler	Benton Clackamas Clatsop Coos Crook Klamath Marion Washington	Clatsop Deschutes Josephine Lane Linn Malheur Marion Polk Union Yamhill	Columbia Curry Morrow	Baker Multnomah Union

\*Other policy initiatives include: public consumption of cannabis and protecting/expanding

# Grantee Engagement in Evaluations

Tobacco Prevention and Education Program coordinators participate in Point-In-Time Assessments, providing rich details about the types of policy initiatives they are working on and their progress in the policy change process.

These data were collected in the Indoor Clean Air Act Expansion Evaluation at Point-In-Time Assessment #2 in May 2019.

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**45** Policy initiatives were reported by TPEP grantees

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OREGON  
PFS EVALUATION  
FINAL REPORT



**Nine causal areas**  
were targeted with  
evidence-based  
strategies and other  
unique approaches

Community  
**capacity increased**  
in all communities

# OREGON PFS EVALUATION FINAL REPORT



Wyoming Survey & Analysis Center  
University of Wyoming

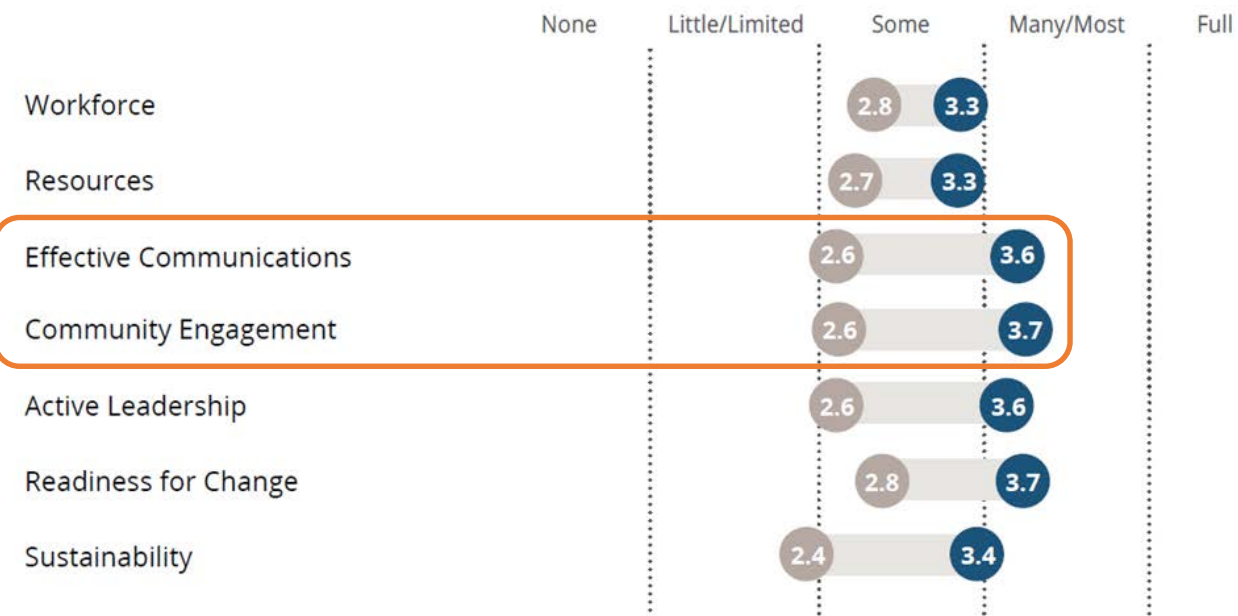
Research to Improve Lives | [www.wysac.edu/wysac](http://www.wysac.edu/wysac)

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## Changes in Capacity

### Average Capacity Scores by Key Area

● Baseline Capacity (2014) ● Final Capacity (2019)



# HPCDP Evaluation Projects

2019-2021 biennium priorities

A

Tobacco Prevention and Education Program Evaluation

Alcohol Prevention and Education Program Evaluation

Worksite wellness cross-agency efforts

CCO obesity multi-sector intervention incentive metric

A/B

Sustainable Relationships for Community Health (SRCH)

Community Policy Leadership Institutes (CPLI)

# HPCDP Evaluation Projects

2019-2021 biennium priorities

Tobacco 21 evaluation

Smokefree Oregon evaluation

American Indian and Alaska Native communications evaluation

Alcohol policy communities of practice

Place matters Oregon evaluation

Diabetes Prevention Program implementation evaluation

B

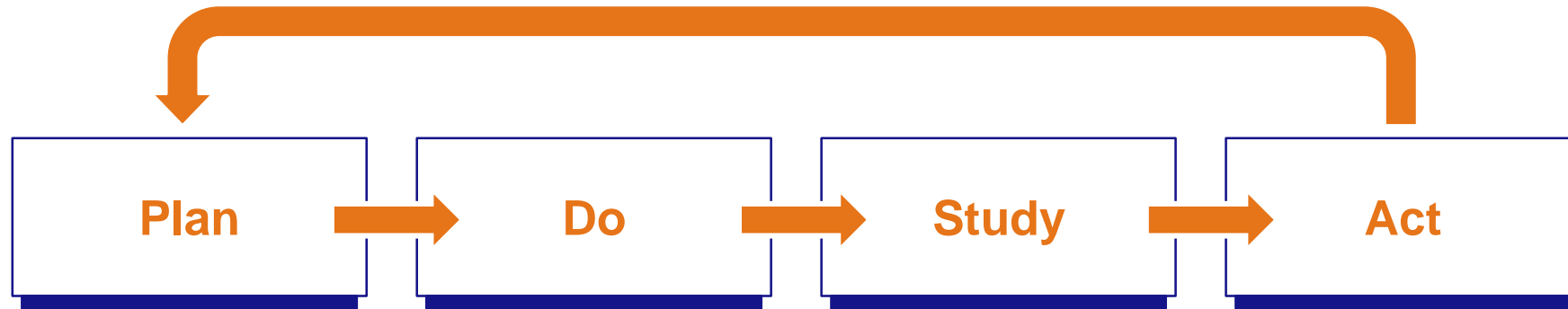




# IMPROVING OUR WORK - PDOSA

# Quality improvement (QI)

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## **PDSA (Plan-Do-Study-Act) Critical Thinking Elements**

**PDSA is a scientific based** methodology for quality improvement and problem solving.

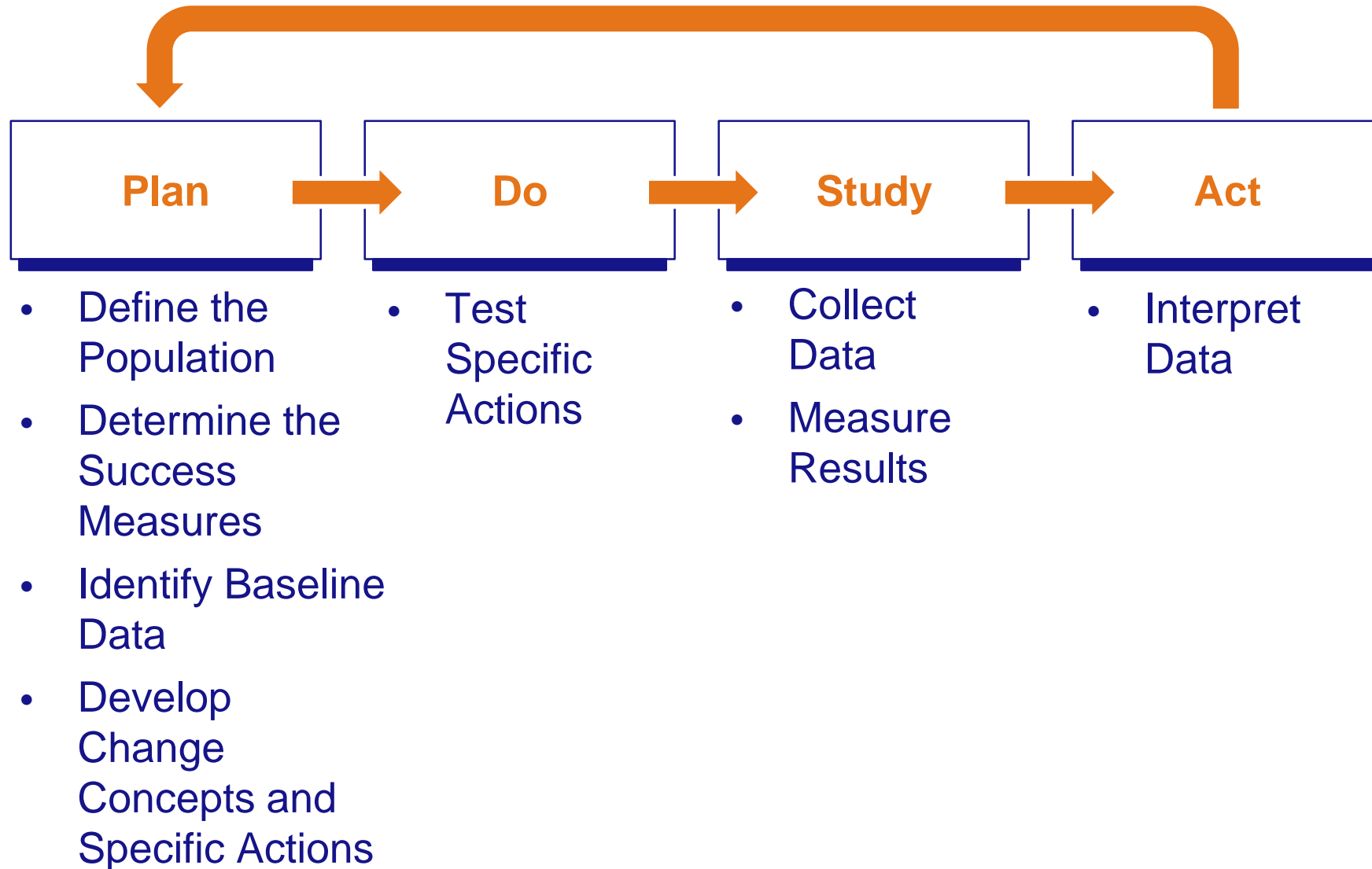
**PDSA is data-driven.** Data helps illuminate root causes, avoiding efforts that address symptoms and become wasteful in and of themselves.

**PDSA does not need to be a lengthy process.** It scales with the size of the problem and moves more quickly the more it is practiced.

**PDSA is iterative** and leads the practitioner down the path of continuous improvement.

# Quality improvement (QI)

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# Quality improvement (QI) cycle

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## Key Questions for a Quality Improvement Cycle



1. What are we trying to accomplish (Aim)?
2. How will we know that a change is an improvement?
3. How will we measure the test?
4. What changes can we make that will lead to improvement?

# Mr. Potato head objectives

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1

Understand rapid cycle PDSA testing.

2

Understand how theory and prediction aid learning.

3

See how to collect real-time measurement.

4

Appreciate the opportunity for collaborative learning.

# Mr. Potato Head roles

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## **Builder:**

Construct Mr. Potato Head to reflect the photo exactly.

## **Timekeeper:**

Clock starts when the tester touches Mr. Potato Head. Clock stops when tester stops touching Mr. Potato Head AND says, "Time!"

## **PDSA Scribe:**

Scribe track team's data on PDSA tracker form.

## **Inspector:**

Inspectors assigns a score of one (1) – three (3).

**Score of 1** – One or more of the required pieces are not on Mr. Potato Head.

**Score of 2** – All pieces are on Mr. Potato Head, but one or more pieces is grossly out of place.

**Score of 3** – All pieces are on Mr. Potato Head and positioned correctly.

Make a "plan" to test a change idea and **predict** your time and accuracy scores for the test. Tables will "do" their test and complete the "study" and "act" phases including documentation.

**Please wait for the facilitator's instructions before initiating your next test.**

# Practicing PDSA

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## All Team Members

- Follow the instructions as described for the Mr. Potato Head Exercise.
- After the third improvement cycle take two minutes of silence and consider:
  - Why is assembling something such as a Mr. Potato Head with a team a valuable way to learn about “iterative tests of change?”
  - Why is measurement a critical component of PDSA cycles?
- Share your thoughts with the group

# In a nutshell: Mr. Potato Head key concepts

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1

Rapid, small scale PDSA testing builds profound knowledge quickly.

2

Planning a test, including prediction and measurement, increases learning.

3

Testing creates knowledge faster than discussion and planning.

4

Collaboration aids knowledge building and speeds learning for improvement.

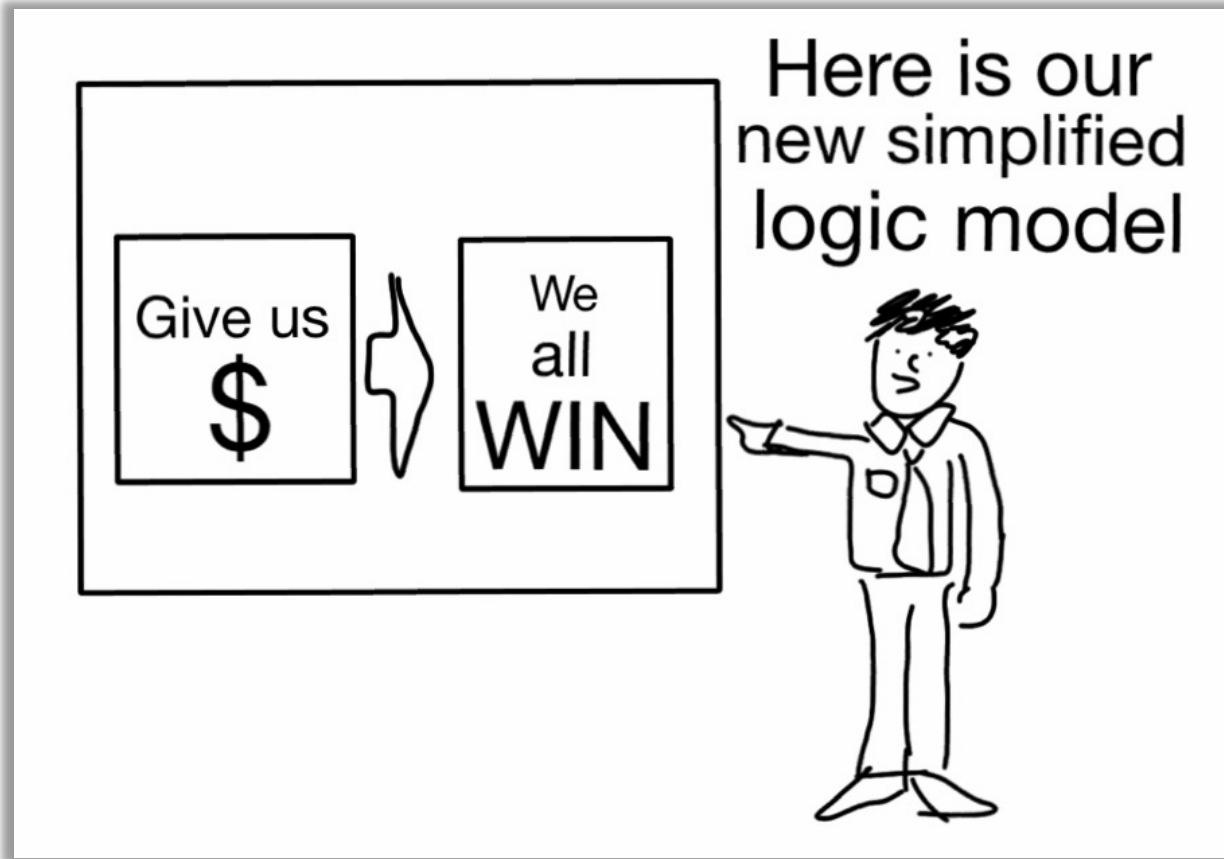
5

Planning and measurement are easy to do efficiently and routinely.

1. How do you **currently employ** PDSA or rapid-cycle evaluation in your work?
2. How **would you implement** PDSA or rapid-cycle evaluation in your organization?







# Thank you!

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